Permit #F00029578

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00029578 **Type of Permit:** FILMING **Release Date:** 07/14/2010

Production Company SUPPLY & DEMAND

Insured Company Name SUPPLY & DEMAND

Contact Phone No. 1 310-956-3500
Contact Phone No. 2
Fax
Address 145 HUDSON ST
NEW YORK, New York 10013

Production Title HEAD & SHOULDERS

Type of Production Commercial - Standard

Producer HENRI DRAGONIS

Director GREG POPP

1st AD TBD TBD

Production Manager ALINA STEVENS

FilmL.A. Coordinator Hans Groszkruger

Location Manager PAUL KRUHM
Primary Phone Mobile - 310-779-6221
Secondary Phone Office - 310-956-3500

Location Assistant N/A N/A
Primary Phone Mobile - 555-555-5555
Secondary Phone

Fees

Permit Delivery Fee	$55.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $765.00

Number of Locations 1

NOT A PERMIT

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Summary Information — Location

Permit Number F00029578
Production Company SUPPLY & DEMAND
Insured Company SUPPLY & DEMAND
Production Title HEAD & SHOULDERS

Location Manager PAUL KRUHM
Primary Phone Mobile - 310-779-6221
Secondary Phone Office - 310-956-3500

Location Address 3911 S Figueroa St, Los Angeles, CA, 90037

Location Name LA COLISEUM

Location Type Convention/Exhibition Facility

Film Dates 7/17/2010 - 7/17/2010 05:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	60
Cube Trucks	2
Generator	1
Honey Wagons	1
Motor Homes	3
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	55
Extras	10
Spot Check	1

Filming Activities Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 08 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Approvals LOS ANGELES POLICE DEPARTMENT Melissa Hernandez

Coordinator Note WALK THROUGH NOT REQUIRED PER INSPECTOR ROTH

Parking

Base Camp
Location Type : Location

Crew Parking
Location Type : Location

NOT A PERMIT